

Message Text

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TAGS: BEXP, FR

SUBJ: MARKET RESEARCH STUDIES CURRENTLY IN PREPARATION
BY DUN AND BRADSTREET RESEARCH CONTRACTOR

REF: STATE 097337; STATE 100210; STATE 103717

1. POST HAS REVIEWED REFTELS NOTING DEFICIENCIES IN RESEARCH STUDIES COVERING AUTOMOTIVE DIAGNOSTIC, MICROWAVE, AND LASER THEMES. POST CONCURS THESE STUDIES DEFICIENT AND WISHES TO ADVISE THAT FOURTH STUDY COVERING INDUSTRIAL ASSEMBLY EQUIP RECENTLY RECEIVED IN DRAFT IS ALSO APPARENTLY UNACCEPTABLE.

2. POST RECENTLY INFORMED BY D&B THAT FIRM PLANS TERMINATE MARKET RESEARCH OPERATIONS END OF JUNE DUE TO UNPROFITABILITY AS SOON AS ALL RESEARCH FOR COMMERCE DEPT COMPLETED.

3. DUE SHORT AMOUNT TIME BEFORE TERMINATION OF MR OPERATIONS BY D&B, POST BELIEVES IT NOT LIKELY THAT FIRM CAN BRING ALL FOUR STUDIES INTO COMPLIANCE BEFORE JULY 1.

4. POST OFFICERS RESPONSIBLE THESE FOUR STUDIES HAVE SCHEDULED JOINT MEETING WITH D&B MAY 29 TO DISCUSS
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OVERALL APPRAISAL OF LIKELIHOOD OF FIRM'S BRINGING ALL

FOUR STUDIES INTO COMPLIANCE BEFORE DISSOLUTION OF PARIS OPERATIONS.

5. IN OUR OPINION, IT APPEARS UNLIKELY THAT D&B WILL BE ABLE SATISFACTORILY COMPLETE ALL STUDIES BEFORE JULY 1 DISSOLUTION. POST SUGGESTS THAT SINCE MICROWAVE AND LASER THEMES NOW PLANNED AS TRADE CENTER EVENTS FOR FEBRUARY AND APRIL 1975 THAT WE REQUIRE D&B TO SATISFACTORILY COMPLETE AT LEAST THESE STUDIES IF THEIR RESOURCES WILL NOT PERMIT COMPLETION OF REMAINING TWO STUDIES. AS AUTOMOTIVE DIAGNOSTIC AND INDUSTRIAL ASSEMBLY THEMES NOT CURRENTLY SCHEDULED AS EVENTS, THIS PRACTICAL APPROACH SEEMS PREFERABLE TO THEIR DIFFUSING EFFORTS AMONG FOUR STUDIES.

6. ALTHOUGH STATE MESSAGE 100210 LAYS GROUND WORK FOR INITIAL DEFAULT ACTION ON AUTOMOTIVE DIAGNOSTIC STUDY, POST SUGGESTS WE DEFER PRESSING D&B TO DEVOTE SPECIAL EFFORT THIS STUDY IF MICROWAVE AND LASER THEMES CHOSEN FOR EMPHASIS. POST REQUESTS CONCURRANCE AND/OR GUIDANCE RE WASHINGTON PRIORITIES BEFORE APRIL 29 MEETING.
STONE

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